

*C2*  
*Concl.*

automatically interrupt the use of content;  
enable the system to temporarily replace the content with advertising;  
access a predetermined rating assigned to one or more characteristics of said content, said rating based on the degree to which said one or more characteristics is present within content; and  
compare said rating for the content to a rating of the same one or more characteristics specified by an advertiser.

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Please amend claim 21 as follows:

21. (Twice Amended) A system comprising:

a receiver that receives the transmission of content, said receiver including a shell to enable the use of content to be interrupted and temporarily replaced with advertising; and  
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storage coupled to said receiver storing instructions that enable said receiver to access a predetermined rating assigned to one or more characteristics of said content, said rating based on the degree to which said one or more characteristics is present within content, and compare said rating for the content to a rating of the same one or more characteristics specified by an advertiser.

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Please add the following new claims:

31. (New) The method of claim 7 wherein accessing a predetermined rating includes accessing a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

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32. (New) The article of claim 17 further storing instructions that enable a processor-based system to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

33. (New) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

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